



PRESENTATION TO GENERAL COMMITTEE - March 26, 2018



## Objectives:

- Provide an update on Markham's Smart Cities Challenge activities
- Outline next steps

### Overview of The Smart Cities Challenge

- ❑ A competition introduced by the Federal Government in 2017
- ❑ Encourages municipalities, local or regional governments to adopt a Smart Cities approach to solve the most pressing community challenges using data and connected technologies
- ❑ Requires a consultative process, including public engagement with residents about the most vital issues their community faces
- ❑ Fosters partnership with businesses, academia and civic organizations to design innovative and meaningful solutions with maximum impact
- ❑ Hundreds of municipalities are expected to make submissions
- ❑ Submission deadline is April 24, 2018

### Preparation for Markham Submission

- An introduction to the Smart Cities Challenge was presented to General Committee on February 5, 2018.
- Staff was directed to proceed with the proposed approach which included the consultation process and engagement with key thought leaders in the community.
- Staff was asked to provide updates at key stages of the submission process. Two updates were provided at beginning and at the end of the public engagement process.

## Community Consultations

- ❑ **Proactive marketing campaign**
  - City portal, Social Media, mobile signs, Electronic Information Boards/Thornhill Liberal, The Economist and Sun, 105.9 The Region, directed email
- ❑ **Online Survey and Engagement Platform**
  - Available from Feb. 15 to Mar. 4, 2018 to residents, businesses and community members
  - Platform received 750 views, 88 responses, 56 fully completed surveys and 24 comments
  - Respondents identified key challenges and outlined their suggested solutions
- ❑ **Smart Cities Challenge Focus Group Sessions**
  - Held Feb. 27 at Aaniin CC & Library and Feb. 28 at Angus Glen CC & Library
  - Approximately 70 community members participated in these sessions
  - Participation from Community Associations, Service Groups, Advisory Committees, Educational Institutions, Businesses and the general public
- ❑ **Additional Consultation**
  - In discussion with thought leaders in the community to narrow down the focus area in preparation for the submission – Feb. 28 & March 20, 2018

## Key Themes Emerging from Consultation

- ❑ **Online engagement**
  - Healthy living
  - Transportation and mobility
  - The environment
  
- ❑ **Focus group sessions**
  - Inclusion and empowerment
  - Mobility
  - Social isolation

## Next Steps

- Finalize the focus area and scope, and develop the associated Challenge Statement
- Identify potential partners & formulate innovative solution
- Work towards a submission on April 24, 2018
- Regardless of the outcome of the Challenge itself, Markham will use the relationships and ideas developed through this process to advance key smart city projects as part of its Digital Markham Strategy

## Recommendations

- THAT the presentation on Smart Cities Challenge Update be received;
- THAT Staff develop the final Markham's Smart City Challenge submission for review and approval by the Chief Administrative Officer; and
- THAT Staff be authorized and directed to do all things necessary to give effect to these recommendations.